

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, November 19, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Dee Goodrich, Riley Hasson, Connie Neal, Kristin Schwab, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

Guests: Cheyenne Haslett, Cindy Chin, and Sam Menza

1. Call to order

Chair Toni Moran called the meeting to order at 4:25 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from September 24, 2014 and October 22, 2014

Cara Workman moved to approve the minutes from September 24, 2014 as presented. Connie Neal seconded the motion. The minutes were approved with all in favor except for Kristin Schwab, who abstained.

Dee Goodrich moved to approve the minutes from October 22, 2014 as presented. Ms. Neal seconded the motion. The minutes were approved with all in favor except for Riley Hasson, Ms. Moran, Ms. Schwab, and Ms. Workman, who abstained.

4. 2015 Schedule of meetings

Upon review of the 2015 schedule, the Committee agreed by consensus to change the meeting date in September to the thirtieth.

Ms. Schwab moved to approve the schedule of meetings as amended. Ms. Goodrich seconded the motion. The meeting schedule was approved unanimously.

5. Presentation by ATION team

Cynthia van Zelm reviewed with the Committee the work that the ATION team has done with the Partnership to date, including developing the Celebrate Mansfield Festival logo. She explained that ATION is a student marketing firm within UConn's Digital Design and Media program, and that this year, a team from the class is working on a new branding program for the Partnership as it transitions from an organization focused on planning to one focused on management of the downtown.

Cindy Chin and Sam Menza provided a presentation summarizing the work their team had done to date with a focus on a new logo and tag line for Downtown Storrs. They included three options for logos and four options for taglines and requested feedback from the Committee.

Overall, the Committee was pleased with the work by the ATION team. The Committee discussed the merits of each logo design, different color and font options, and expressed preferences. Ms. Chin and Ms. Menza thanked the group for their feedback and said they would convey the comments to the rest of their team.

The Committee also discussed the taglines suggested by the team and asked Ms. Chin and Ms. Menza to have their team work more on the tagline options.

Ms. Chin said that the team could continue to work on the tagline in the spring semester; for their class purposes, they will need to finalize the logo by the end of the fall semester.

Ms. Moran asked Ms. Chin and Ms. Menza to present their final design to the Committee at its December meeting. She thanked Ms. Chin and Ms. Menza for their efforts.

6. Review of Trick-or-Treat

Kathleen Paterson reported that the Trick-or-Treat event went well. She said twenty downtown businesses participated, and there were over 200 trick-or-treaters.

Ms. Moran asked if the event benefitted the businesses.

Ms. Paterson responded that she spoke with one shop owner directly about this who said that the event resulted in extra business for him that day. She noted that this is the third year the Partnership and Storrs Center have hosted Trick-or-Treating, and every business who has participated has repeated each year.

7. Update on Winter Welcome – Saturday, December 13

Ms. Paterson said that the plans for Winter Welcome include strolling carolers and musicians, a visit from Santa Claus, specials and promotions by the Storrs Center businesses, and a community sing-along on the Town Square led by the E. O. Smith High School Chamber Singers.

8. Other

Ms. Moran asked Ms. van Zelm to send a letter to Janet Jones on behalf of the Committee thanking her for her service and many contributions to the Committee's efforts.

9. Adjourn

Ms. Schwab moved to adjourn. Ms. Neal seconded the motion. The meeting adjourned at 5:45 pm.

Minutes prepared by Kathleen M. Paterson